



Baldrige National Quality Program
National Institute of Standards and Technology
Technology Administration
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Quest for Excellence XV

The Official Conference of the Malcolm Baldrige National Quality Award

Learn from the first Award recipient in Health Care

**A three-day, in-depth showcase of the 2002 Award recipients
and their best practices**

**Motorola's Commercial, Government and
Industrial Solutions Sector**

Branch-Smith Printing Division

SSM Health Care

Discount for early registration by March 2, 2003

Now offering CEUs

Pre-Conference Workshop on the Baldrige Criteria and Self-Assessment

March 30-April 2, 2003

Marriott Wardman Park Hotel
Washington, DC



March 30-April 2, 2003



Manufacturing



Small Business



Health Care

Quest for Excellence XV

Presenting Our First Health Care Role Model and Two Business Role Models

For fourteen years, Quest for Excellence (QE) has provided a forum for the recipients of the Malcolm Baldrige National Quality Award to showcase their exceptional performance practices. Role model organizations in manufacturing, service, small business, and education have shared their journeys to excellence with the nation. This year we welcome the first Health Care Award recipient, SSM Health Care, as well as Motorola's Commercial, Government and Industrial Solutions Sector (manufacturing) and Branch-Smith Printing Division (small business).

Whether your organization is large or small, is involved in service, manufacturing, education, or health care, or has one location or multiple sites around the globe, you can benefit from the knowledge and experience of the 2002 Baldrige Award recipients. In this uncertain environment, learn how these organizations sustain their focus on excellence during economic downturns and during prosperity. Plan to attend Quest for Excellence XV, March 30-April 2, 2003 in Washington, DC.

Sponsored by the National Institute of Standards and Technology (NIST). Co-sponsored by the American Society for Quality (ASQ), the American Society for Training and Development (ASTD), and the Association for Quality and Participation (AQP).



AQP

ASQ

ASTD

NIST

Featuring the 2002 recipients of the Malcolm Baldrige National Quality Award

MANUFACTURING

Motorola's Commercial, Government, and Industrial Solutions Sector



Headquartered in Schaumburg, IL, CGISS produces and provides integrated communications and information solutions to meet the mission-critical requirements of public and private organizations. These customers include fire and police, military, public service, and business enterprise organizations. The business specializes in radio networks, systems, products, and services; integrated communications technology and information technology solutions; and commercial and industrial radio products. CGISS is the leading worldwide supplier of two-way radio communications systems and products. CGISS had sales of \$3.85 billion from ongoing operations in 2001. It has 14,000 employees, including 9,000 employees in North America with five major locations in Illinois and Florida, and 5,000 employees in multiple locations worldwide.

CGISS is rated the best-in-class radio manufacturer by customers, with perceived quality ratings at least 21 percent higher than the closest competitor. Defect rate is only 52 parts per million, or 5.38 Sigma. Manufacturing cycle time (book to bill) for subscriber equipment decreased from 3.25 days in 1999 to 2.4 days in 2002. Additionally, employee productivity, measured as sales per employee, increased 32 percent over the 1999 to 2002 period.

SMALL BUSINESS

Branch-Smith Printing Division



Branch-Smith Printing Division (BSPD), one of two divisions within Branch-Smith, Inc., is a fourth-generation family business. BSPD specializes in providing a wide range of "turnkey" services—including designing, printing, binding, and mailing—related to sheet-fed printing of multipage bound materials. Products include publications, magazines, catalogs, directories, and books. BSPD's sales are over \$10 million annually. BSPD is located in Fort Worth, TX, and has a workforce of 68 employees.

BSPD has experienced a 72 percent growth since 1998 and held that gain in 2002, when the industry declined 6.6 percent. BSPD's number of customers grew from 91 in 1998 to 167 in 2002. Complaints were reduced by 73 percent from 1997 through 2001. From 1996 through 2001 BSPD's employee satisfaction increased from 67 percent to 86 percent. In addition, the division has reduced the voluntary turnover rate of employees over the past seven years from a high of 43.7 percent in 1996 to an annualized percentage of 7.75 in 2002. From 1999 through 2001, BSPD's turnover rate was comparable to the average for *Fortune* magazine's Top 15 Best Companies to Work for in America.

HEALTH CARE



SSM Health Care

Based in St. Louis, MO, SSM Health Care (SSMHC) is a not-for-profit Catholic health system providing primary, secondary, and tertiary health care services. The system owns, manages, and is affiliated with 21 acute care hospitals and three nursing homes in four states: Missouri, Illinois, Wisconsin, and Oklahoma. Nearly 5,000 affiliated physicians and 22,200 employees work together to provide a wide range of services, including emergency, medical/surgical, oncology, mental health, obstetric, cardiology, orthopedic, pediatric, and rehabilitative care. SSMHC delivers its health care services in inpatient, outpatient, emergency department, and ambulatory surgery settings within its acute care hospitals. Other services include physician practices, residential and skilled nursing, home care and hospice, information services, and materials management. SSMHC's revenues are approximately \$1.7 billion.

As part of SSMHC's "Clinical Collaborative" process, physicians work with other caregivers, administrators, and staff to make rapid improvements in clinical outcomes. SSMHC has undertaken six collaboratives, involving 85 teams in 2002, up from 14 teams in 1999. The results for SSMHC's clinical collaboratives for patients with congestive heart failure and ischemic heart disease demonstrate levels that approach or exceed national benchmarks.

To learn more about these role model organizations, visit www.quality.nist.gov.

ABOUT QUEST FOR EXCELLENCE XV

Quest for Excellence (QE) XV will provide an in-depth opportunity to learn about the best practices and results of the 2002 Baldrige Award recipients. Senior leaders and other representatives of the Award recipient organizations will make presentations and answer questions about the seven Categories of the Baldrige Criteria, their journey to performance excellence, and lessons learned. This year's schedule will feature both concurrent Category presentations and Town Hall sessions with representatives from each Award recipient to answer questions and provide comparison and contrast. Attendees will be able to track a Category, track an Award recipient, or both. QE XV is designed to maximize learning and networking opportunities.

Take this opportunity to explore each of the Baldrige Categories: (1) Leadership; (2) Strategic Planning; (3) Customer and Market Focus/Focus on Patients, Other Customers, and Markets; (4) Information and Analysis; (5) Human Resource/Staff Focus; (6) Process Management; and (7) Business/Organizational Performance Results.

WHO SHOULD ATTEND: CEOs, senior managers, education and health care leaders and professionals, directors of staff functions, heads of operating units, and quality/performance improvement practitioners

Also this year, an optional pre-conference workshop will be offered as a hands-on opportunity to learn about the Baldrige Criteria, to begin a self-assessment process, and to learn about resources available to help organizations in their journey to excellence.

GENERAL INFORMATION

Date and Location

Quest for Excellence XV will be held March 30-April 2, 2003 in Washington, DC at the Marriott Wardman Park Hotel, 2660 Woodley Road at Connecticut Avenue, NW.

Accommodations

Rooms have been reserved at the hotel at the special conference rates of \$203, single or double; \$234, triple; or \$266 quad. The tax rate is 14.5%. In order to receive these special rates, please reserve by March 9, 2003 and be sure to mention Quest for Excellence XV. You may reserve rooms by phone, fax, mail, or online through the Marriott Wardman Park Hotel. See the hotel form for complete information.

Transportation

The Marriott Wardman Park Hotel is easily accessible by taxicab and shuttle from Ronald Reagan National Airport, Dulles International Airport, and Baltimore-Washington International Airport. It is also accessible by Metro, at the Woodley Park-Zoo Metro stop.

Proceedings

A conference bag containing a CD-ROM of conference proceedings and Award recipient videos will be included in the registration packet for all attendees. Printed materials including application summaries for the 2002 Award recipients and their presentation visuals will also be included.

Registration

The advance registration fee of \$995 is due by March 2, 2003. Attendees who register after March 2 will pay the regular conference fee of \$1145. Registration for full-time faculty is \$650 (advance) and \$800 (regular). Registration discounts are available for groups of ten or more. You may register by phone, fax, or mail through Expo Exchange or register online at www.quality.nist.gov. See the registration form enclosed in this brochure for complete information.

CEUs

Attendance at QE XV qualifies for 1.2 IACET CEUs through the American Society for Quality. Attendance at the pre-conference workshop qualifies for .3 IACET CEUs.

Webcast

A live webcast of the QE XV plenary sessions will be available for a fee. Please visit www.quality.nist.gov for updated information, including registration instructions.

For Further Information

For information on Quest for Excellence and the Baldrige National Quality Program call (301) 975-2036; fax (301) 948-3716; email nqp@nist.gov; or visit our web site at www.quality.nist.gov.

Quest for Excellence XV Hotel Information

To make hotel reservations for Quest for Excellence XV, call the Marriott Wardman Park Hotel at (202) 328-2900 or complete this form and fax or mail to:

Marriott Wardman Park Hotel
2660 Woodley Road at Connecticut Avenue, NW
Washington, DC 20008
Attention: Reservations
Fax: (202) 387-5397

Reservations can also be made online at www.marriott.com. Use group code QECQECA for singles and doubles or QECQECI for triples and quads. Hotel reservations must be received no later than **March 9, 2003**. Early reservations are advised.

Quest for Excellence XV — March 30-April 2, 2003

Name _____
LAST FIRST MIDDLE
Arrival Date _____
Departure Date _____
Special Requirements _____

Address _____
City _____
State/Province _____
Zip/Postal Code _____
Phone _____
Organization _____
Fax _____
Email _____

The Marriott Wardman Park Hotel is easily accessible by taxicab and shuttle from Ronald Reagan National Airport, Dulles International Airport, and Baltimore-Washington International Airport. It is also accessible by Metro, at the Woodley Park-Zoo Metro stop, from Reagan National Airport. For driving instructions, please contact the hotel or log on to www.marriott.com.

Accommodations must be guaranteed by a major credit card or by check covering the first night's deposit. Reservations must be received no later than 3/09/03. Cancellations must be made 7 days prior to arrival; otherwise, the first night's deposit will be forfeited. Please obtain a cancellation number.

Please check special conference rate.

☐ Single \$203 ☐ Double \$203 ☐ Triple \$234 ☐ Quad \$266

☐ Enclosed is a check covering the first night's deposit.

☐ Please charge my credit card.

☐ AX ☐ DC ☐ CB ☐ VS ☐ MC ☐ DISCOVER

Card # _____ Exp. Date _____

Cardholder Name _____

Signature _____

Check-in time: 3:00 pm

Check-out time: 12:00 noon

*All rates are subject to a 14.5% Washington, DC rooms and sales tax.

Do not send to Expo Exchange – All hotel reservations will be processed through the Marriott Wardman Park Hotel.

Quest for Excellence XV Registration Information

CONFERENCE REGISTRATION FEES

Registration Type QE XV Conference

	Advance (by March 2, 2003)	Regular (after March 2, 2003)
Individual	\$995	\$1145
Faculty (Full-time academic employment).....	\$650	\$800
Group (10 or more, 10% discount)	\$895.50 per registrant	\$1030.50 per registrant

Pre-Conference Workshop

Pre-Conference Workshop with QE XV registration	Complimentary	\$150
Pre-Conference Workshop only	\$150	\$150

FACULTY DISCOUNTS

Individuals who have full-time academic employment are eligible for discounted fees. The faculty discounts cannot be combined with the group discounts.

GROUP DISCOUNTS

Your organization will receive a 10% group discount off the advance or regular registration fee as appropriate if 10 or more employees register at the same time. Registrations must not be individually called in but must be made as a group for the discount to be honored. Due to the group requirement of 10 or more employees, cancellations will not be accepted; however, substitutions may be made at any time.

PRE-CONFERENCE WORKSHOP

Sunday, March 30, 1:30-5:00 pm

A hands-on opportunity to learn about the Baldrige Criteria, to begin a self-assessment process, and to learn about resources available to help organizations in their journey to excellence. (Limit 200 participants.) Pre-registration is required for the Pre-Conference Workshop. The workshop is available with or without a QE XV conference registration.

PAYMENT INFORMATION

All registration forms must be accompanied by payment in full (U.S. Currency only). All phone or fax registrations must include the expiration date and number of a major credit card (VISA/MC/AMEX/DISCOVER) that will be charged. If you wish to guarantee payment with a purchase order, Expo Exchange must receive the hard copy of the purchase order with your registration form. Expo Exchange cannot process your registration without both of these forms. All checks should be made payable to Quest for Excellence XV-ASTD. You will receive confirmation of your registration by email, fax, or mail.

CANCELLATION AND SUBSTITUTION POLICY

Registrants whose requests for cancellations are received on or before March 2, 2003 will receive a full refund. Registrants whose requests are received between March 3 and March 23, 2003 will incur a \$100.00 processing fee. No requests for reimbursement for cancellations will be accepted after March 23, 2003. Substitutions may be made at any time.

Quest for Excellence XV Registration Form

FOUR WAYS TO REGISTER

1. Fill out the registration form below, enclose payment, and mail to:
Expo Exchange P.O. Box 3376 Frederick, MD 21705-3379
2. Call Expo Exchange at **301-694-5243** and use your MC, VISA, AMEX, or DISCOVER card.
3. Fax your complete registration form with credit card payment to Expo Exchange at **301-694-5124**.
4. Register online at **www.quality.nist.gov**.

CONTACT INFORMATION

Address Information

First Name _____ Middle _____ Last Name _____
First Name for Badge _____
Organization _____
Title _____
Address _____
City _____
State/Province _____ ZIP/Postal Code _____ Country _____
Phone _____ Fax _____
Email _____

Sector

Please indicate the sector to which your organization belongs:

☐ Manufacturing ☐ Service ☐ Small Business ☐ Education ☐ Health Care ☐ Government ☐ Non-profit

How did you hear about QE XV?

- | | |
|--|--|
| <input type="checkbox"/> Received brochure in the mail
(Please fill in the two-digit code that appears
above your name on your brochure label:_____) | <input type="checkbox"/> Advertisement in AQP's <i>Journal for Quality and Participation</i> |
| <input type="checkbox"/> From a colleague | <input type="checkbox"/> Advertisement in AQP's <i>News for a Change</i> |
| <input type="checkbox"/> Baldrige Web site | <input type="checkbox"/> Advertisement in ASTD's <i>T&D</i> |
| <input type="checkbox"/> Award Criteria | <input type="checkbox"/> Advertisement in the <i>Journal for Healthcare Quality</i> |
| <input type="checkbox"/> Email advertisement | <input type="checkbox"/> Advertisement in <i>Healthcare Executive</i> |
| <input type="checkbox"/> Advertisement in ASQ's <i>Quality Progress</i> | <input type="checkbox"/> Announcement in a trade publication |
| | <input type="checkbox"/> Other: _____ |

SELECT REGISTRATION (Please select the type of registration you wish to have for the Quest for Excellence XV Conference)

Type	Advance*	Regular
QE XV Conference		
<input type="checkbox"/> Individual	\$995.00	\$1145.00
<input type="checkbox"/> Faculty Discount	\$650.00	\$800.00
<input type="checkbox"/> Group Discount**	\$895.50	\$1030.50

Pre-Conference Workshop

- | | | |
|---|---------------------|----------|
| <input type="checkbox"/> Pre-Conference Workshop <u>with</u> QE XV Registration | Complimentary | \$150.00 |
| <input type="checkbox"/> Pre-Conference Workshop <u>only</u> | \$150.00 | \$150.00 |

*Registration must be submitted by 12:00 AM EST, March 3, 2003.

**All registrations must be submitted at the same time to receive the group discount.

Payment Information

- ☐ **Check or money order** (Payable to Quest for Excellence XV-ASTD).

Purchase Order # _____

Credit Card ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Card #: _____
Expiration date: _____
Cardholder Name: _____
Signature: _____

Special Needs

- ☐ Do you have any special needs and/or dietary restrictions that we can address to make your participation more enjoyable? Please indicate these special needs on the line below:

Or write, call, or fax Expo Exchange, P.O. Box 3376, Frederick, MD 21705-3379, phone 301-694-5243, fax 301-694-5124, or e-mail atd033.attendee@expocard.com.

Quest for Excellence XV Conference Schedule*

REGISTRATION HOURS

Sunday, March 30, 4:30 pm - 8:00 pm

Monday, March 31, 6:45 am - 5:50 pm

Tuesday, April 1, 7:00 am - 5:30 pm

Wednesday, April 2, 7:00 am - 12:00 pm

Sunday, March 30

1:30 - 5:00 pm	Pre-Conference Workshop: A hands-on opportunity to learn about the Baldrige Criteria, to begin a self-assessment process, and to learn about resources available to help organizations in their journey to excellence.
7:00 - 8:00 pm	General Opening Reception and Cash Bar

Monday, March 31

8:00 - 9:10 am	Opening Plenary: Welcome, Video, Keynote		
9:10 - 10:00 am	Plenary Session: Award Recipients Present Organizational Profile and Leadership Category		
10:00 - 10:30 am	Refreshment Break in Exhibit Hall		
10:30 - 11:10 am	Plenary Session: Award Recipients Present Journey to Performance Excellence and Highlights of Results Category		
11:10 - 11:25 am	Stretch Break		
11:25 am - 12:25 pm	Senior Leadership Panel: Q&A on Journey and Leadership Category		
12:25 - 2:00 pm	Lunch		
2:00 - 5:50 pm	Concurrent Sessions: Track an Award recipient, track a category, or both. Learn how the Baldrige Criteria are applied in different sectors.		
	Motorola CGISS	Branch-Smith Printing Division	SSM Health Care
2:00 - 2:45 pm	Strategic Planning	Customer and Market Focus	Information and Analysis
2:55 - 3:40 pm	Customer and Market Focus	Information and Analysis	Staff Focus
3:40 - 4:10 pm	Refreshment Break in Exhibit Hall		
4:10 - 4:55 pm	Information and Analysis	Human Resource Focus	Process Management
5:05 - 5:50 pm	Human Resource Focus	Process Management	Strategic Planning
6:15 - 8:00 pm	Conference Reception and Cash Bar		

MARCH 30-APRIL 2, 2003

Tuesday, April 1

8:00 - 11:50 am	Concurrent Sessions		
	Motorola CGISS	Branch-Smith Printing Division	SSM Health Care
8:00 - 8:45 am	Process Management	Strategic Planning	Focus on Patients, Other Customers, and Markets
8:55 - 9:40 am	Strategic Planning	Customer and Market Focus	Information and Analysis
9:40 - 10:10 am	Refreshment Break in Exhibit Hall		
10:10 - 10:55 am	Customer and Market Focus	Information and Analysis	Staff Focus
11:05 - 11:50 am	Information and Analysis	Human Resource Focus	Process Management
11:50 am - 1:20 pm	Lunch		
1:20 - 3:30 pm	Concurrent Sessions		
	Motorola CGISS	Branch-Smith Printing Division	SSM Health Care
1:20 - 2:05 pm	Human Resource Focus	Process Management	Strategic Planning
2:15 - 3:00 pm	Process Management	Strategic Planning	Focus on Patients, Other Customers, and Markets
3:00 - 3:30 pm	Refreshment Break in Exhibit Hall		
3:30 - 4:20 pm	Q&A Town Halls: Representatives from each Award recipient answer your questions. Compare and contrast across Award recipients and across sectors.		
	Strategic Planning; Customer and Market Focus/Focus on Patients, Other Customers, and Markets All Award Recipients	Information and Analysis; Process Management All Award Recipients	Human Resource/Staff Focus All Award Recipients
4:30 - 5:30 pm	Networking session with the Award recipients, State and Local Quality Award Programs, and conference attendees		

Wednesday, April 2

8:00 - 8:35 am	Keynote
8:35 - 9:15 am	Plenary Session: Award Recipients Present the Award Application Process, Preparing for the Site Visit, and Using the Feedback Report
9:15 - 9:35 am	Stretch Break
9:35 - 10:15 am	Plenary Session: Award Recipients Present Lessons Learned
10:15 - 10:45 am	Refreshment Break in Exhibit Hall
10:45 - 11:45 am	Plenary Panel Q&A on Lessons Learned and Applying, Preparing for the Site Visit, and Using the Feedback Report
11:45 am - 12:00 pm	Plenary Session: New Directions and Conference Themes

** Conference Schedule is subject to change.*